

'How Water Wise Are You?' Survey Analysis

Response

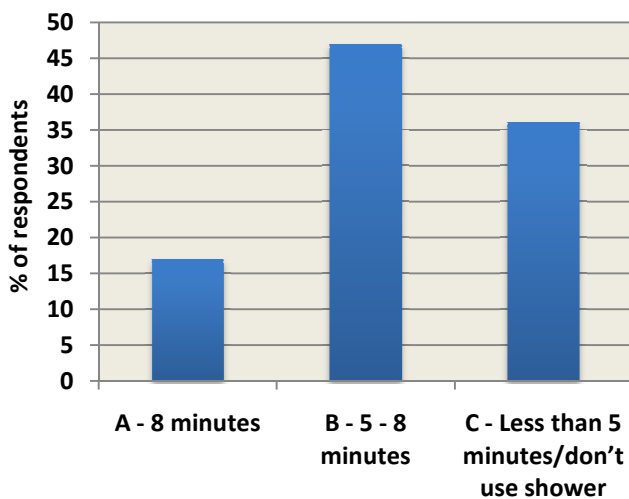
The e-newsletter was issued on 3rd August 2011 to 1,932 customers. By the 10th August, 764 customers had accessed the newsletter (which represents 40%), of which 131 took the survey (which represents 17%). These percentages are positive when compared to similar newsletters and surveys, and represent the highest customer involvement of all the e-newsletters sent out so far. Every customer who started the survey finished it in the same session - which suggests that the length of the survey and the level of questions were appropriate for the audience.

Experience demonstrates that response to the newsletter is strong in the first 5 hours before diminishing after 3 - 4 days. After a week the responses have reduced to the odd one or two coming in per day.

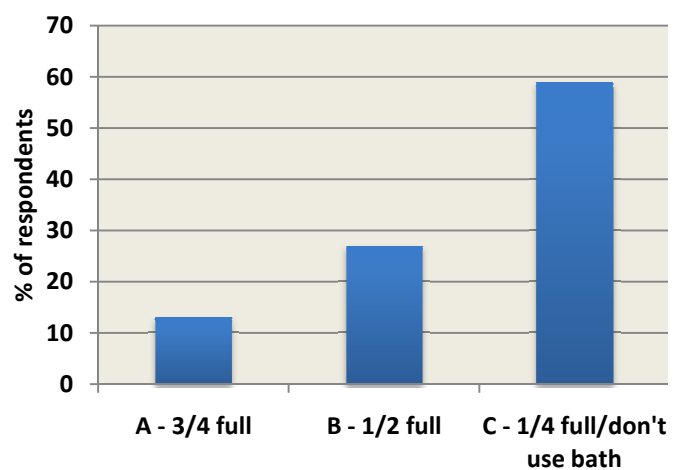
Analysis

In order to understand the analysis better, note that responses marked 'A' represent poor water usage practices; 'B' - average water usage practices, and 'C' - good water usage practices.

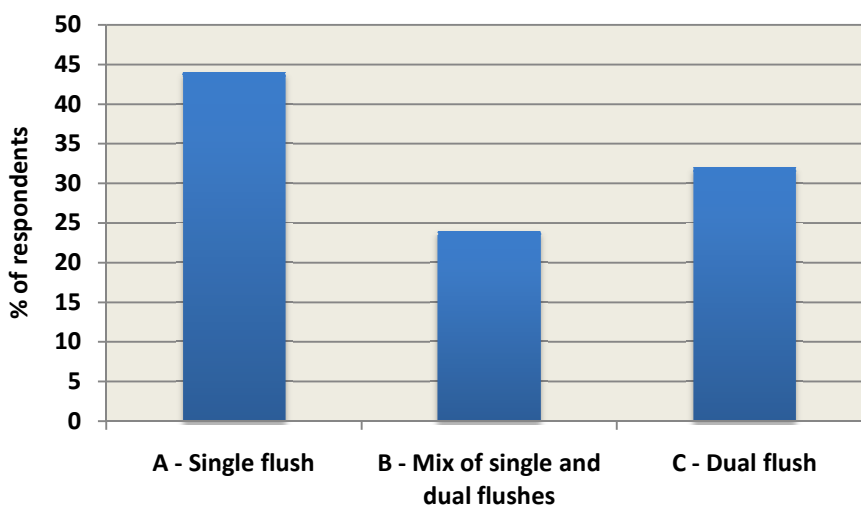
Q1 - How long do you normally spend in the shower?



Q2 - How high do you fill the bath?

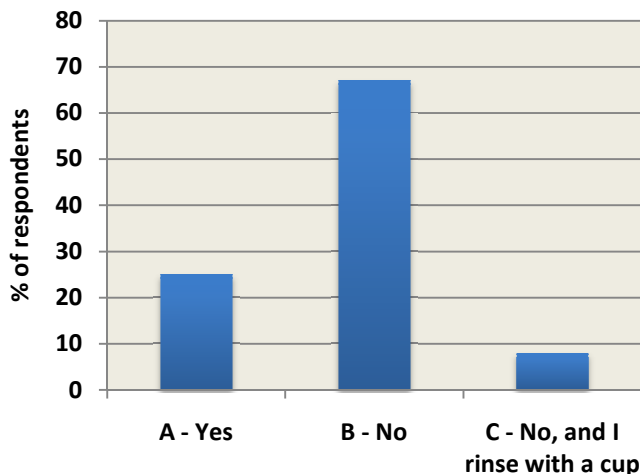


Q3 - What type of flush systems do your toilets have?

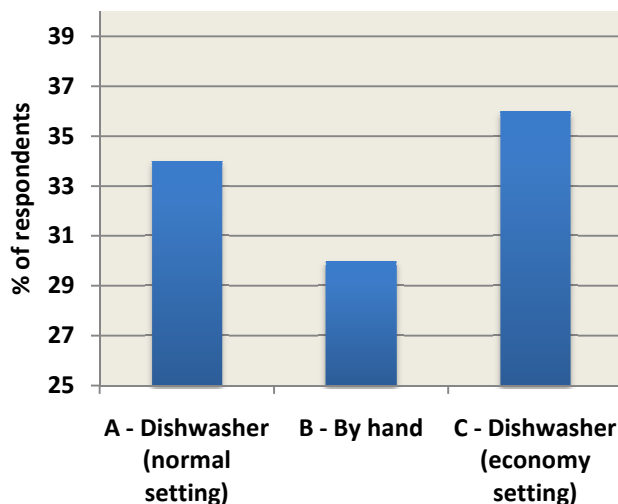


Given that the installation of a dual flush can make quite a difference to water usage and bills, it is perhaps surprising that 68% of respondents still have single flushes. It is estimated that the average household uses 3,000 flushes per year, so there would be benefit in us communicating how much water and money could be saved through fitting a dual flush, and how retro-fitting the system is cheap (short payback period) and fairly straightforward.

Q4 - Do you keep the tap running while brushing your teeth/shaving?

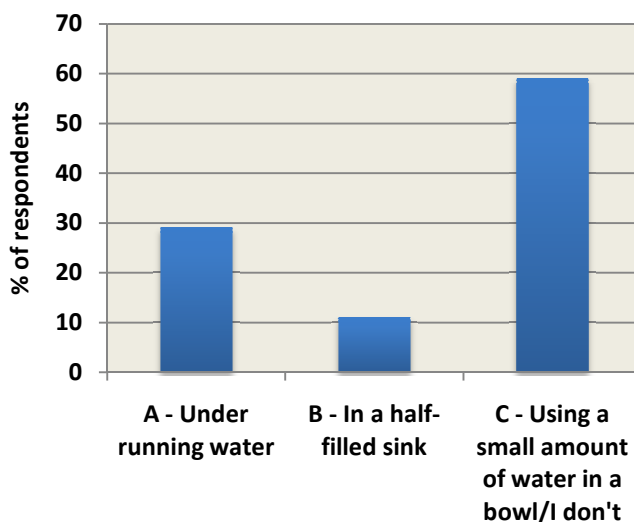


Q5 - How do you wash your dishes?

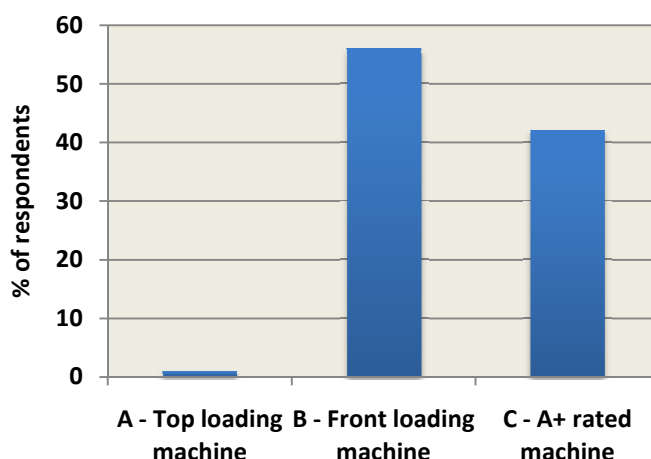


The responses from Q5 suggest that some customers are not aware of the difference in water/energy consumption between a normal and economy dishwasher cycle - this would be a good opportunity to educate customers.

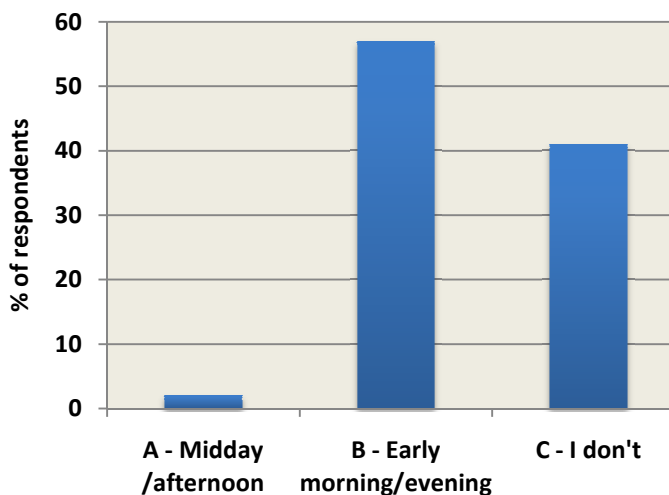
Q6 - How do you wash your vegetables?



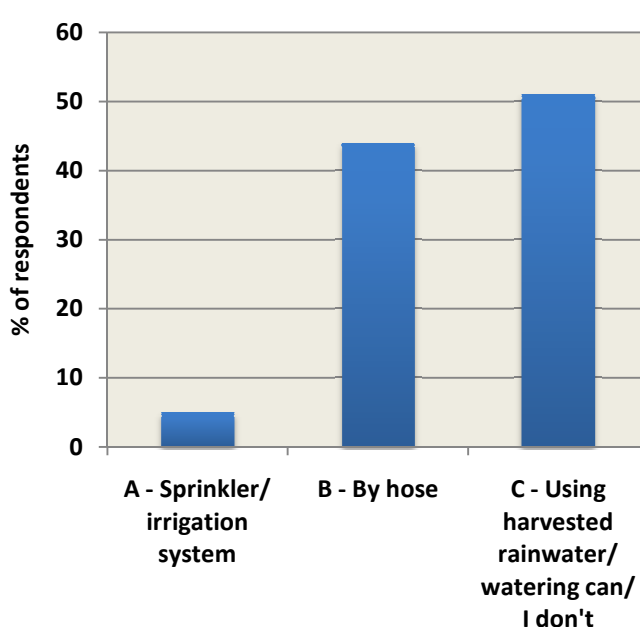
Q7 - What type of washing machine do you use?



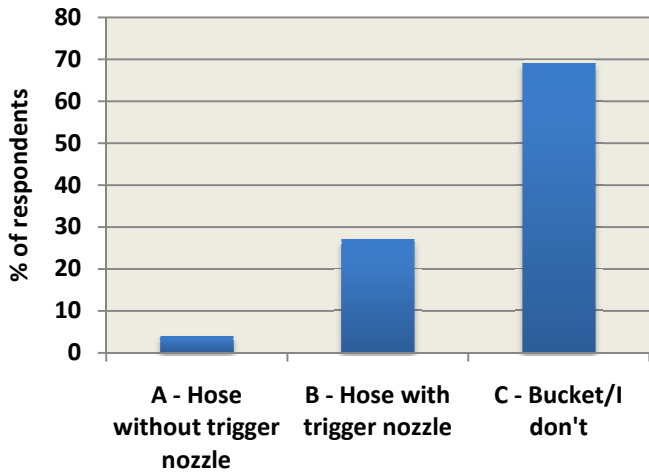
Q8 - What time of day do you water your garden?



Q9 - How do you water your garden?

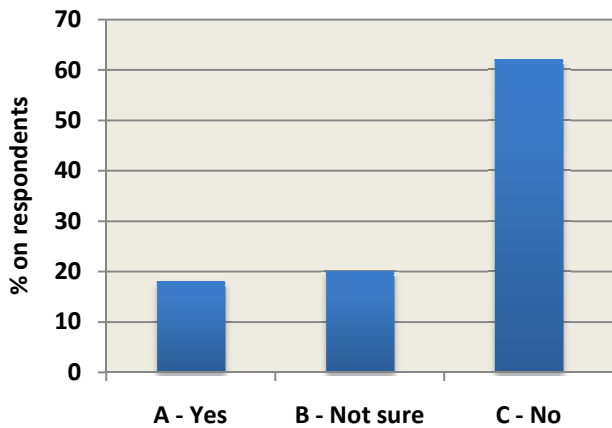


Q10 - How do you wash your car at home?



The responses from questions 7 - 10 demonstrates good water saving practices, although it should be noted that some respondents may not have gardens.

Q11 - Are you on a water meter?

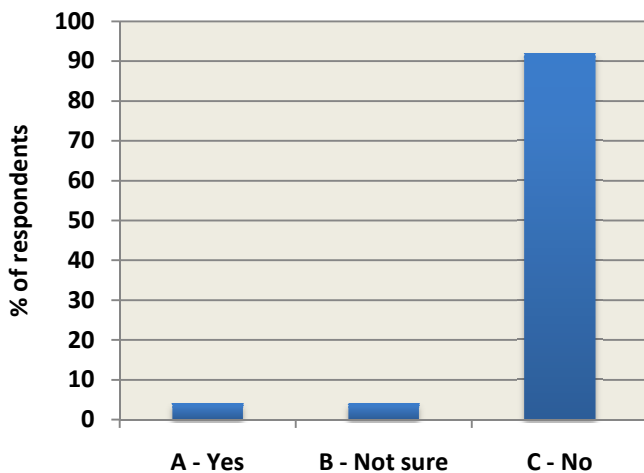


If not, why not?

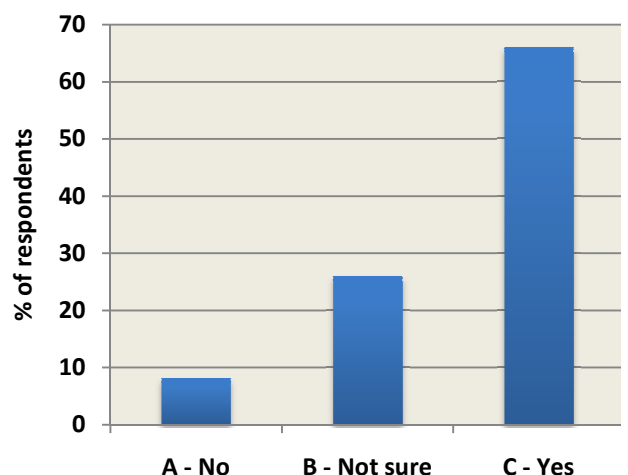
- Just moved house/due to fit - 3
- Not sure if it will save me money - 2
- No reason/never considered it - 2
- Not on mains water supply - 1
- Renting house - 1
- Living in apartment with no garden etc. - 1
- Beneficial for us not to be on meter - 1
- Unmeasured charge is my insurance policy against leaks - 1
- GW won't let us as we would be the only one in the street - 1

It is quite surprising that 20% of respondents don't know whether they are metered or not. However, it could be that these customers have just moved house (as stated by some of the respondents above right who didn't have a meter fitted) or they are leasing a property where water charges are included in their rent (and therefore are not so concerned about the issue). Regarding those respondents who answered the open-ended question 'If not, why not?', we will take the opportunity to remind customers about how a meter can save people money, and point them in the direction of our information leaflet which gives an accurate method of working out if they would save money or not. If the customer who made the final comment ('GW won't let us') contacted us, we could look into ways of getting a meter installed.

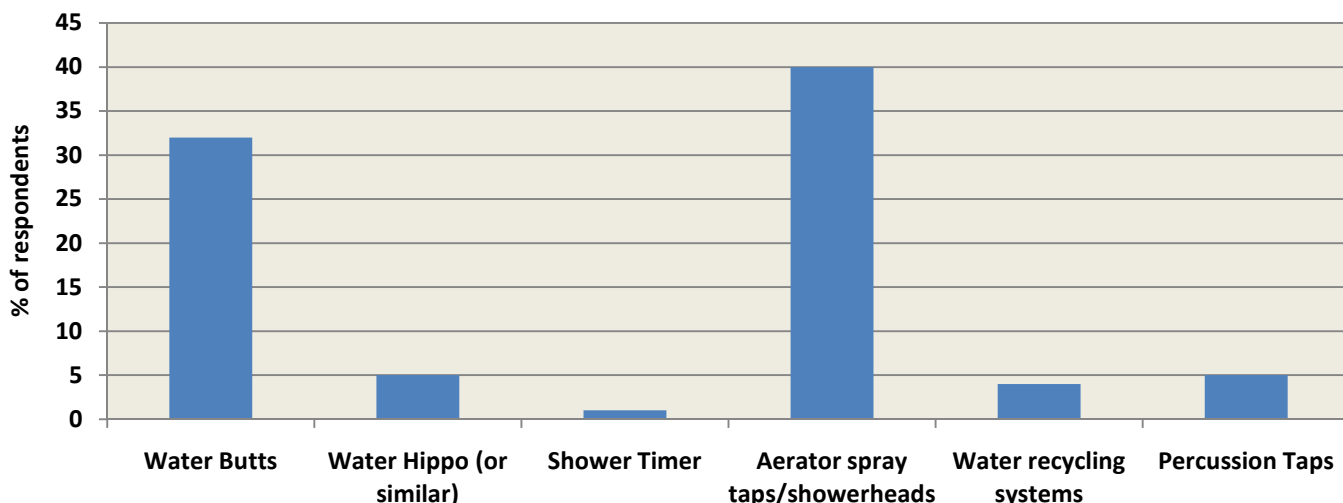
Q12 - Do you have any leaks in any of your taps?



Q13 - Are your pipes and outside taps well-insulated?



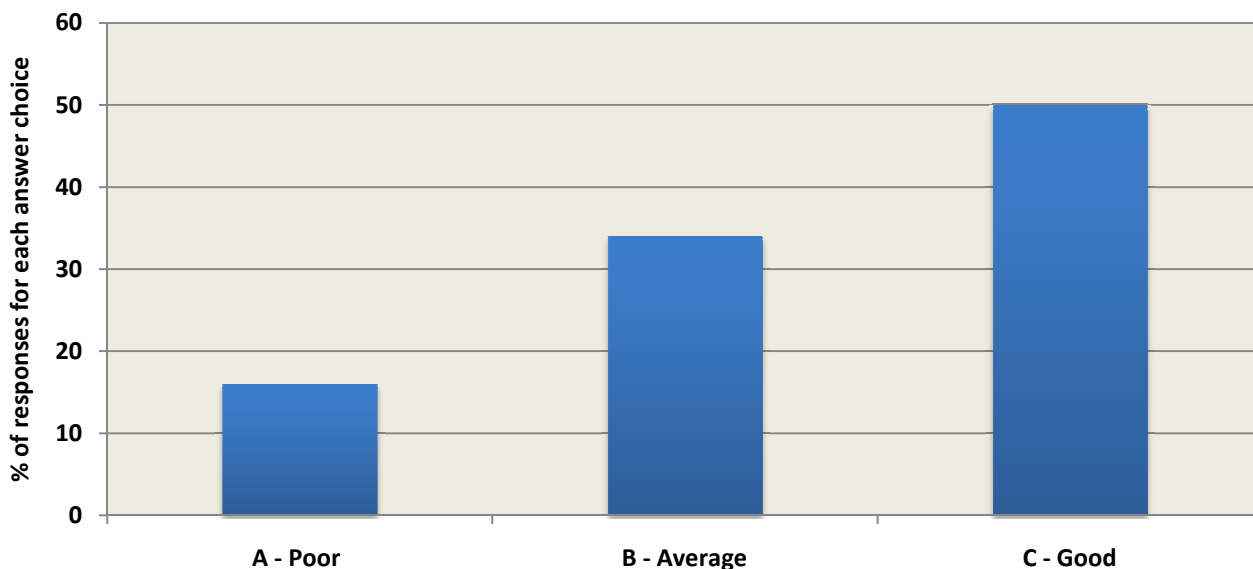
Q14 - Which of the following water saving devices do you have/use?



The responses from Q14 show that while water butts and aerated flow devices are popular, simple measures such as shower timers and water hippos (or similar cistern displacement devices) are not. However, it must be noted that water hippos are only suitable for toilets manufactured pre-2001 - so a proportion of respondents would not need them.

Summary

Looking at the responses as a whole, it is possible to give an overview of how the respondents are fairing in terms of sensible water usage. As stated at the beginning of **Analysis**, 'A' represented poor water usage practices, 'C' represented good practices and 'B' was somewhere in the middle. Taking all responses from all questions (apart from Q14), the overall scoring against each choice is shown below:



This demonstrates that respondents and customers in general (assuming those surveyed were representative of the population) generally have a good attitude and awareness towards sensible water usage. However, there appear to be a few knowledge gaps that could be filled through some PR and customer communication work. This will be carried out in due course.

August 2011